

# HOCKENJOS

*The House of Good Paint*



Your Home . . .

*Deserves the Best*

# HOCKENJOS

*The House of Good Paint*

|                                |                                  |                                |                                 |                             |
|--------------------------------|----------------------------------|--------------------------------|---------------------------------|-----------------------------|
| NEWARK<br>14 Branford Pl.      | IRVINGTON<br>10 Washington Ave.  | PLAINFIELD<br>128 Park Ave.    | PATERSON<br>114 Ellison St.     | EAST ORANGE<br>533 Main St. |
| NEW BRUNSWICK<br>50 Bayard St. | ELIZABETH<br>12-14 W. Jersey St. | MONTCLAIR<br>21 South Park St. | MORRISTOWN<br>18 Washington St. |                             |

## SINCE 1861

EACH YEAR for seventy-eight years, Hockenjos has been serving the Home Owners of Northern New Jersey. This year, thousands again are bringing their painting and refinishing problems to Hockenjos stores. Through our long years in the paint business we have learned that the important consideration is results—and the confidence that is placed in us is built on our sincere effort to provide materials that insure genuine value and satisfaction to the user.

When you go to the trouble of doing some refinishing or of having painting done, you want your money's worth in appearance, protection and long wear. It is our job to help you get it and every Hockenjos representative has learned his business with that thought in mind.



*Ask Your Decorator for*

## HOCKENJOS WALLPAPER

*Daily Free Delivery — Telephone Your Orders*

NOTE NEW ADDRESS OF NEWARK STORE  
Store formerly at 829 Broad Street has moved around the corner

# HOW IS YOUR INFORMATION ON QUESTIONS OF HOME MAINTENANCE?

## \$100. in Cash for best answers!

1. How many moth balls are required to moth-proof an average size closet?
2. Why should screens, including copper and bronze, be painted?
3. Is aluminum undercoating always recommended for house painting?
4. Can chipped enameled sinks and other enameled fixtures be restored by the handy-man or housewife?
5. What is an easy safe method of removing old paint, varnish or enamel for refinishing?
6. What type of paint should be used on concrete walls and floors of basements where there is danger of dampness?
7. What penetrating wood finish produces old-time, hand-rubbed effects with a simple easy operation?
8. Do slate-surfaced shingle roofs require painting?
9. What method can be used by the unskilled to produce artistic decorations on walls, doors and furniture?
10. Why should home-owners seek the most experienced and reliable advice available on every painting problem?

*Information for correct answers will be found in this book*

### WIN CASH PRIZES FOR YOUR ANSWERS TO ABOVE QUESTIONS

|  |         |
|--|---------|
| 1st Prize for best answers..                 | \$50.00 |
| 2nd Prize .....                              | 20.00   |
| 3rd Prize .....                              | 10.00   |
| 4th, 5th, 6th and 7th Prizes<br>(Each) ..... | 5.00    |

*Accuracy and brevity ONLY will  
be considered in awarding prizes.*

Contest closes Oct. 14. Everyone is eligible except employees of Hockenjos Co. and their families. Answer in as few words as possible. Do not copy questions—refer to them by number.

To be eligible for prizes, answers must be received or post-marked not later than 6:00 P. M., Saturday, October 14, and must be accompanied by the trademark from an ARMORIZE label or a reasonable facsimile. Bring or mail your answers to nearest Hockenjos Store, marked "Attention of Judging Committee." Decision of the judges will be final and no entries can be returned. Eligible persons may submit as many entries as desired, provided each set of answers is accompanied by the ARMORIZE trademark. Awards will be made on or before November 1, and every contestant will be notified.

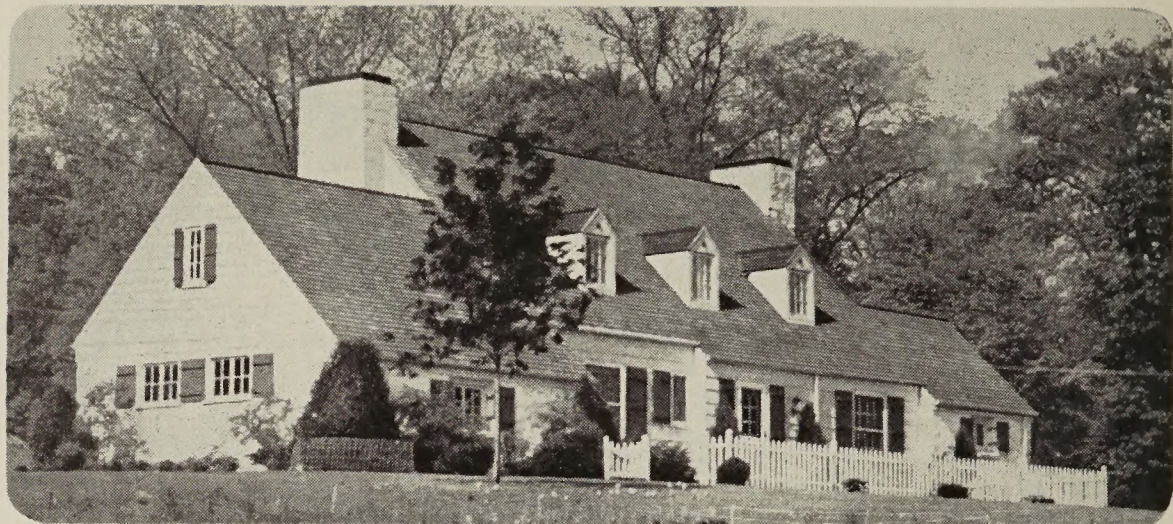
### PAINT NOW—24 MONTHS TO PAY!

*There's no red tape with the BUDGET PLAN*

Payment by the budget plan is a simple and sensible arrangement. No down payment. Your painter gets his money at once. No co-signers. No liens or attachments. No publicity. A month after the job

is finished you make your first payment. Your own painter can do the work or we will be glad to recommend one for you. Just send us a post card or call at the store and we'll explain the plan.

**\$6.00 to \$10.00 per month for average outside jobs.**



## *The Aristocrat of* *Outside Whites —* **Barreled Sunlight**

A paint that has become famous as a rare combination of outstanding beauty and economical, long-lasting service.

*It pays to buy the best paint made.* When you have your house painted, you pay at least two-thirds for labor, no more than one-third for paint. Yet paint itself is by far the most important item on your paint bill—for upon the paint depends the good looks and the wearing qualities of the job. The rich, deep, yet lustrous finish of Outside Barreled Sunlight has given

new beauty, new character and added distinction to fine homes everywhere.

*Stainless White.* A paint specially formulated to avoid unsightly staining or streaking from screens, gutters, leaders or hardware made of bronze, copper or other non-ferrous metals.

### **EMPLOY A REPUTABLE CONTRACTING PAINTER**

Skill and experience are only part of the advantages of dealing with a competent painting contractor. The painter who solicits your business on the basis of quality, probably is offering you more value in workmanship and materials than the one who finds it necessary to put in the lowest estimate. "Corner cutters" can quote a low price but they cannot get along without making a profit somehow. Worthwhile contractors carry compensation insurance, thereby relieving you of responsibility in case of injury to a man working on your job.

### **Pay on the BUDGET PLAN**



**Q.** How can slight burn marks be removed from table tops and varnished ledges?

**A.** Apply a small amount of pure camphorated oil with cotton to the marred surface. Allow to stand a few minutes and then rub briskly with a soft, dry cloth.

**Q.** Can linoleum that has begun to show signs of wear be restored by painting?

**A.** Yes, if not too badly worn. Use 2 coats of Floor and Deck Enamel for good results. Borders or pattern designs in color are easily applied by the use of masking tape.

Recommended materials are available at our stores

**HOCKENJOS**



## Lovely Woodwork, Beautiful Floors

Enriched and  
Protected Forever  
with



**Floors that never need rescraping.** Minwax Finish penetrates and becomes part of the wood itself. With simple ordinary care, Minwaxed floors grow more beautiful with use and will never have to be rescraped.

**Easy to Care for.** Just ordinary dusting and an occasional wiping with Minwax Liquid or Paste Finishing Wax will preserve the charm of your Minwaxed floors.

**Authentic Colonial Finishes for Pine.** With Minwax Flat Finish you can easily

produce the soft lustre and loveliness of old-time finishes in the favorite Early American colors. Hand-rubbed effects put on with a brush.

**Clear and Stain Colors for All Woods.** Transparent colors and masking colors for varying needs.

**For Furniture Too.** Truly craftsmanlike results are easily attained by the novice with Minwax Flat Finish. Use Minwax Finishing Wax for high lustre.



**Q.** What is an easy method of making windows shiny clean?

**A.** Mix 1 ounce of pulverized whiting, 1 ounce of alcohol, 1 ounce of ammonia in a pint of water and apply to windows with a cloth or sponge. When this has dried, polish with a soft, dry cloth. This treatment removes the cloudy film that dulls windows.

**Q.** Can crumbly stucco be restored by painting?

**A.** In most cases INSL-X will successfully waterproof and restore a firm, colorful surface to disintegrating stucco. See pages 12 and 13.

Recommended materials are available at our stores

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*Daily Free Delivery*



## ***But . . . THERE'S MORE TO MURAL-TONE THAN JUST GOOD LOOKS!***

**Speed.** Brushes out easily and quickly. Dries in less than an hour and one coat usually covers.

**Economy.** Mural-Tone is a money-saving paint in concentrated form. Each gallon thinned with water to proper brushing consistency gives you a gallon and two-thirds of paint. Use it over plaster, wall-

### **For Backgrounds of Beauty— Use MURAL-TONE**

There's a clean richness to Mural-Tone that delights the Housewife. Its lovely colors present ideal backgrounds for your decorative plans. Get a color card today and then see how quickly and easily you can transform drab walls into backgrounds of beauty.

paper or old paint and on all types of wall board and sand-finished walls. Produces a durable, washable finish.



**Q. What is a safe material to use for cleaning electrical household appliances?**

**A.** Carbon Tetrachloride is a useful, non-explosive and non-conductive cleaner for use on appliances with electric motors or contacts. Appliance should be disconnected from electric circuit while being cleaned.

**Q. Can badly marred furniture and woodwork be fully restored?**

**A.** Yes. Even cracks and gouges can be successfully smoothed over, as well as small chips and dents. Get particular information from your painter or at Hockenjos store.

Recommended materials are available at our stores

**HOCKENJOS**

# MAKE ANY CLOSET A CEDAR CLOSET

*Make CEDAR CHESTS out of old Trunks, Window Seats, Cabinets and Dresser Drawers*

Crushed red cedar from the forests of Florida gives Cedacote the rich cedar fragrance that protects your clothes from the destructive moth. Cedacote can be applied to practically any surface and makes a moth-repellent storage space of any closet, wardrobe or trunk.

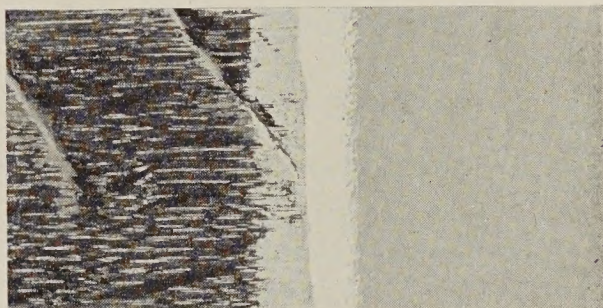
## CEDACOTE

*Nature's Enduring Cedar Lining*



# SPACKLE • Resurfacing Compound

Fills and resurfaces marred or rough Wood, Plaster, Metal or Concrete. Builds up a perfectly smooth and even surface for painting. Cracks, joints, seams, dents and rough spots disappear under the magic of SPACKLE. Nail holes, tool marks, scratches and imperfect joints may be thoroughly smoothed over.



MARRED SURFACE

SPACKLED SURFACE

*Repair Broken Concrete with*

## WELD-ROCK

WELD-ROCK is a genuine Bituminous Asphalt Paving scientifically held in plastic form.

Fills and waterproofs cracks and joints in broken concrete walks, floors, drives and curbs and in cellar walls. Bonds a complete bridge over them.

Rain, snow and freezing weather are constant enemies of exposed concrete. Fill and bridge all cracks and broken spots with Weld-Rock to prevent further damage.

*Applied with trowel or putty knife*



**Q. How can tile floors be kept bright?**

**A.** Wiping tiled floors about once a week with a soft mop or hand rag and warm ammonia water will help keep them fresh and clean looking.

**Q. What is "Semi-Gloss" Paint, and why is it used?**

**A.** "Semi-Gloss" or "Partial Gloss" is the popular wall finish for bathrooms and kitchens. It provides excellent washability without objectionable high gloss. Also used on woodwork for "Egg-shell" finish.

Recommended materials are available at our stores

**HOCKENJOS**



## TWO SPECIAL *Gift* OFFERS

**1** To acquaint you with Devoe's amazing new Mirrolac Enamel, we make this offer:

Buy a *quart* of Mirrolac at the regular price—get **FREE**, a quarter pint of Mirrolac worth 38c for trim color and a fine, pure-bristle brush, worth 15c!

Don't miss this opportunity. *Phone or stop in today!*

**2** Just painting a table or chair? Then we make this offer:

Buy a *pint* of Mirrolac Enamel at the regular price—receive **FREE**, a fine, pure-bristle brush worth 15c! Phone or stop in today!

Be sure to ask for your copy of the book "Color Schemes for the Home." Free on request.

*These Offers Good Only While Stock Lasts!*

## WIN FREE TRIP TO WORLD'S FAIR—AT NEW YORK OR SAN FRANCISCO!

Imagine a free trip for 2 persons across the continent with all expenses paid and \$20.00 a day to spend at the Fair.

*101 other valuable prizes!*

Stop in at our store today! Let us tell you about the fascinating **COLOR COMBINATION CONTEST**. It's easy . . . it's fun! *Get FREE Entry Blank!*

A little envelope of color chips furnished with each contest blank will make color combination selection easy and provide entertainment for the whole family.

**EMPLOY A REPUTABLE PAINTER  
—Use GOOD PAINT**



**Q.** What will remove road oil from an automobile?

**A.** If road oil becomes hardened on your car, it can be dissolved with Varnoline applied with a sponge or soft rag. Follow this treatment with a good automobile polish.

**Q.** What causes the paint on the floor of my basement room to become sticky and flake off in wet or humid weather?

**A.** The alkali of the concrete is brought in contact with the paint by the moisture and this chemical will soften any oil base paint. See pages 12 and 13.

Recommended materials are available at our stores

**HOCKENJOS**

# ARMORIZE YOUR HOUSE FIRST

## *... then Paint*

Armorize House Paint, because of its lasting moisture resistance, greatly reduces the unequal surface expansion and contraction of lumber. Sunlight cannot "burn" through the metal pigment and destroy the elasticity of the liquid binder; the paint remains firmly anchored to the wood surface. Therefore, top coats last much longer. An Aluminum House Paint First Coat lasts through successive repaintings and reduces surface preparation costs. Top coats normally wear down uniformly by chalking.

Armorize Aluminum House Paint, First Coater for Wood is different from any other kind of aluminum paint. It is the first to be formulated and recommended specifically for use on weather-exposed wood surfaces. And it's unlike other wood primers for it is a coat of metal between wood and weather that definitely resists the paint-destroying actinic rays of the sun, and moisture penetration, the chief causes of early paint failure. Armorize Aluminum House Paint and two quality finish coats provides the best paint system that money can buy.



*Recommended for new wood and badly weathered painted surfaces.*

**Q.** How can sticking radiator valves be cleaned?

**A.** Remove valve from radiator and immerse in High Test Gasoline for a few hours. Then allow valve to dry thoroughly.

**Q.** What is "Paint Styling"?

**A.** This is the modern method of specifying colors and trimming: 1. To show off the design to the best advantage. 2. To give a house individuality among its neighbors. 3. To correct or modernize architectural lines.

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**When does  $1 + 1 = 3$ ?**

**What is PAINT STYLING?**

**Why does gray paint last longer than white or light tints of ordinary paint?**

*(The correct Answers are on this page)*

**SEE THAT YOUR PAINT JOB MEETS**

## *"7 Modern Musts"*



**1.** For best results two different paints are needed: a proper undercoat, a specially designed finishing coat.

**2.** The first coat must seal oil-thirsty surfaces retaining vital oils in the paint film.



**3.** Top-coat must have great hiding power. One coat of Devco's covers a blackboard. Widely used for one-coat jobs.

**4.** Must resist destructive ultra-violet rays. Devco uses special pigments to do this job.



**5.** Raw linseed oil is not enough. Devco uses generous amounts of specially processed oils to insure extra long life.

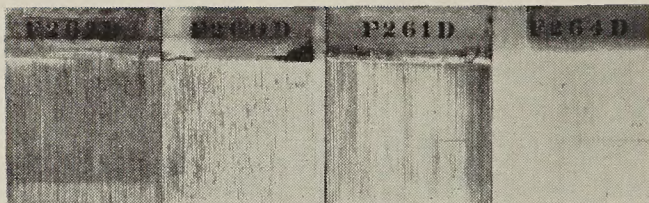
**6.** Must combat four paint evils—Checking, Cracking, Peeling, Fading (abcd). Devco 2-Coat System (e) wears smoothly and evenly.



**7.** Must be "self-cleaning." Devco white jobs, for instance, become even whiter as the years go by.

**THESE FEATURES SAVE YOU MONEY**

*More than*  
**325,000 HOME OWNERS**  
*have used*  
**DEVCO 2-COAT SYSTEM**



*These four panels were coated at the same time with standard two-coat formulas of the very best materials. Devco 2-Coat formula was used on the panel at the right. This unretouched photograph shows the result after several years of identical exposure.*

With the Devco 2-Coat System you get a complete 3-coat job with 2 coats of paint. The secret lies in the formulation of the undercoat. Even a blotter cannot rob this paint of its life-giving oils . . . Ask to see the blotter test.

Special pigments in the finish coat give even the white and light tints unusual resistance to the destructive ultra-violet rays of the sun just as the carbon content gives to gray and similar colors.

**Paint Styled Homes.** Specific recommendations have been worked out for the selection and distribution of body and trim colors. Your painter or any Hockenjos representative will be glad to explain the principles of paint styling and to show you examples of correct and incorrect use of color. Choose colors and trim best suited to the architectural style and surroundings of your home and to please your individual taste.

## THE FIRST COAT GOES NEXT TO THE WOOD OR OLD PAINT



**T**HE UNDERCOAT should resist the tendency of thirsty wood (or old paint) to steal its life-giving oils. Devoe House Paint Undercoat is made with new non-penetrating oils and designed to effectively seal wood pores (or old paint). It lays a solid, non-cracking foundation. Therefore, Devoe Oils stay in the paint film where they belong. The film remains resilient. Ordinary paint fails in this respect . . . allowing the paint to grow brittle and crack . . . protection is gone.

## THE SECOND COAT IS PROTECTION AGAINST THE SUN AND WEATHER



**T**HE TOP COAT must fight sun and weather . . . resist fading, staining and attack by ice and rain. The new Devoe Finish Coat has high "hiding power" . . . effectively covers more surface than any paint we know of. It produces a smooth finish . . . no place for dirt or soot to lodge . . . stays fresh and clean longer.

### REPAINTING IS AN INVESTMENT

It is cheaper to repaint than to repair and painting at the proper time insures lower upkeep costs. Such investments can rightfully be financed out of income without capital outlay or down payment.

ASK FOR  
**FREE**  
BOOKLET  
ON  
COLOR  
SELECTION

### PAINT NOW—PAY ON THE BUDGET PLAN

Six to ten dollars per month—after the job is done will pay for a repaint job on practically any home. No liens or attachments. Ask us about the Budget Plan.

# Salvage Your Basement

*with*

# INSL-X

INSL-X is a new rubberlike coating made in floor grade, stucco and masonry grade, shingle and siding grades, and other grades for special purposes.



PRESERVES  
CRUMBLY STUCCO

THERE'S no need to install expensive elaborate preparation in order to turn a recreation room out of a dingy, old basement. It can be painted directly on concrete cellars. It can transform your old basement room for work or play.

INSL-X is new and it is made especially for masonry surfaces where dampness and floors ruin ordinary paints. Order it today and plan attractive basement play room or hobby shop.

## INSL-X FOR

### *For Stucco Homes and Buildings*

INSL-X binds and seals stucco surfaces with a waterproof coating. Based on one of the industry's newest chemical developments, a rubber-like material, it provides an effective waterproofing blanket over the entire surface. The normal drying contraction solidifies the weathered surface and binds all loose particles. The typical failure of treated oil coatings, the lime discoloration and softening, does not occur with INSL-X. It resists the action of the strong alkalis and does not decompose. Produces an impervious, washable surface that resists staining.

### *For Waterproofing Brick and Masonry*

Masonry surfaces require protection. Out of doors, brick, stone and concrete need

*Daily Free Delivery*

# H O C K E Y

*The House of*

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EAST ORANGE  
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PATERSON  
114 Elm St.

ive siding or to depend  
or to make an attractive  
damp basement. INSL-X  
te walls and floors of  
lar into a dry, cheerful

pecially for concrete and  
sand the alkali in walls  
Get an INSL-X color card  
y color schemes for your



**DAMP-PROOFS  
CONCRETE**

## INDOOR AND OUTDOOR USE

waterproofing to prevent dampness within  
the building and to guard against frost  
action. INSL-X is the ideal waterproofing  
for masonry because its enduring, rubber-  
like film entirely seals porous surfaces.

### *For Asbestos Siding and Roofing Shingles*

INSL-X decorates, acid-proofs and water-  
proofs asbestos cement products. Coated  
with the decorative film of this new type  
protective paint, asbestos shingles suc-  
cessfully resist water absorption, staining  
and discoloration. Complete range of  
accepted colors.

### *Wet Wall Primer and Sealer*

INSL-X Primer has a positive affinity for  
wet, newly plastered or masonry walls.

Adheres firmly and produces a sturdy  
waterproof coating that thoroughly seals  
porous surfaces. Dries almost instantly  
even on moist surfaces. Ideal undercoat-  
ing for all standard paints.

### *Pool Coating*

For waterproofing and decorating concrete  
swimming pools, bird baths, flower and  
fish pools, reservoirs.

### *Electrical Insulation*

For general electrical insulation purposes  
—fast drying, non-inflammable coating of  
high electrical values.

### *Tool Insulation*

Electrical insulation of hand tools such as  
pliers, screw drivers and similar equip-  
ment.

**N J O S**  
*Good Paint*

*Phone Your Orders*

N  
St.

**MORRISTOWN**  
18 Washington St.

**MONTCLAIR**  
21 South Park St.

**PLAINFIELD**  
128 Park Ave.

**NEW BRUNSWICK**  
50 Bayard St.

# Blondes, Brunettes, Red Heads

## ... Wall Colors to Suit Your Personality



★ YOU MAY BE A BEAUTIFUL BLONDE... a striking brunette... or a vivacious titian—but do you know which wall colors suit *your* personality and provide a smart background in your home?

### What it Means to You

ASTONISHING things will happen... if you have the correct background colors on your walls.

Guests won't realize just what gives you that added glamour...! Instinctively, they'll say: "How lovely you look, my dear!" But *you* will know. Your correct color background makes *you* stand out... look your best!

### How to Choose Colors

IT'S EASY to select your background colors. Ask for the new Devco Velour Finish Color Card.

It shows the many beautiful pastel shades available for your painted walls in the Devco Velour Finish line... a washable, durable paint in flat, semi-gloss and gloss finishes. Stop in *today*!

### WHICH TYPE ARE YOU?

## FREE BOOK

on Correct Color Backgrounds and Interior Decorating...

Get your copy of the most fascinating and colorful home decorating book you've ever seen.

It gives a complete chart showing 12 different types of women and the correct color backgrounds for each.

But that's not all. There are more than 30 beautiful pictures of interiors—living rooms, dining rooms, bedrooms and so on—in full color!

Stop in today—get your copy!

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Q. How can the staining that occurs on the sills and the siding beneath the windows of a house be prevented?

A. Such staining is usually due to the presence of unpainted metal. Screens, brackets and other metal should be coated or painted. Barreled Sunlight Outside Stainless White is especially formulated to resist staining from copper and bronze. Screens, gutters, leaders and other hardware of non-ferrous metals will not cause streaking and staining when the sills and siding are painted with Barreled Sunlight Outside Stainless White.

Recommended materials are available at our stores

**HOCKENJOS**

# DO YOUR OWN DECORATING!

## MEYERCORD DECAL TRANSFERS

For easily and inexpensively adding a touch of color to walls, canister sets, furniture, etc. Come in and see the latest designs.

Many priced at 10¢



MODERN AND CONVENTIONAL DESIGNS  
NURSERY—KITCHEN—BATHROOM AND DEN SELECTIONS  
BAR DECORATIONS AND PARTY ROOM MURALS

## PROTECT YOUR CLOTHES FROM THE DESTRUCTIVE MOTH

A U. S. Government survey reports that, to be effective, 12 pounds of mothballs must be used in the average size closet. Often they impart an unpleasant odor to the clothing and, at best, are only temporary protection. Most moth-proofing

methods are equally impractical and troublesome. It is not the adult moths, but the young larvae that damage clothing. The aroma of cedar, pleasant to humans, is repellent to the egg-laying adult moths and, in sufficient concentration kills moth larvae. See page 7 for an effective and convenient moth-proofing—CEDACOTE.



**Q.** What will safely polish and brighten enameled tubs and sinks?

**A.** Clean thoroughly with soap and water or a good non-abrasive cleaner and let dry. Apply a small amount of kerosene with a soft rag and then polish with a dry rag.

**Q.** Can Minwax be applied over other finishes on floors?

**A.** No. Minwax is a penetrating finish, useful only on bare wood, but floors re-finished and maintained by the Minwax method will never again need rescrapping.

Recommended materials are available at our stores

HOCKENJOS

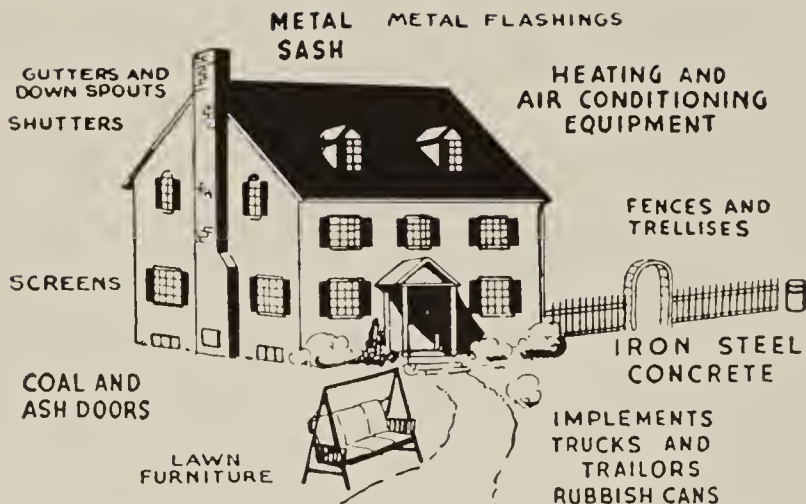
## ARTIST'S MATERIALS

and Show Card Writer's Supplies

Everything for artist, student and show card writer. Standard tested materials.

*Boards • Canvas • Pastels • Oil Colors  
Water Colors • Show Card Colors  
Oilcloth • Easels • Brushes • Pens  
Sketch Books • Instruction Books*





## ARMORIZE Conquers Rust!

Rust and corrosion are constant enemies of all exposed metal. Much of the expense of repairs and replacements around the home can be avoided by giving metal equipment and tools a protective coating of Armorize. Armorize is a quick-drying, rust-destroying paint that provides attractive color and completely eliminates rust. Can be painted right over old rust—simply brush or scrape off loose scales. Highly resistant to moisture, heat, gases and fumes. Every home should keep Armorize on hand.

BLACK—GREEN—RED—ALUMINUM

## Never Before — a sponge like this!



Hold twenty times their weight in water; so tough that they are almost indestructible; so soft they are luxury in the bath: square shape is convenient for cleaning corners; unharmed by boiling water, they can be sterilized. Use them for bath, dishes, windows, floors, automobiles, fixtures, pots and pans. Medium to giant sizes.

Ask for a FREE sample today

*Cellulose Sponges are entirely different from natural sponges.*



**Q.** What can be done about the cracks between tiled walls and built-in bathtubs and other fixtures?

**A.** Such cracks can be permanently filled and sealed with a specially prepared waterproof cement—see page 18.

**Q.** How much does the Budget Plan Payment add to the total cost of re-painting?

**A.** The interest and financing costs are \$5.00 per \$100.00 per year. No down payment is necessary and repayment is made in small monthly amounts.

Recommended materials are available at our stores

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## LOOK AT YOUR ROOF!

**M**OST ROOF TROUBLES can be avoided by timely care. Composition and slate surfaced roofs lose their life and flexibility through constant exposure to the sun's rays. Metal flashings, valleys and roofs are subject to corrosion and rust. Wood shingles often suffer from shrinkage and splitting and from rot. Slight leaks that do not cause annoyance or damage within the house may be creating rot conditions in roof and support timbers. That's why we say—Look at Your Roof! It's cheaper to repaint than to repair.

There's a Liberty product for sealing porous roofs and shingles; another for putting new life into sun-dried slate-surfaced roofing; in fact, there's a Liberty product for every type of roof maintenance. There's also a **FREE** booklet "How to Prevent and Remedy Roof Troubles", call or send for your copy today.

## Cabot's Shingle Stains for Wood Shingles

*Creosote and Heavy-bodied Oil Stains*

Creosote Shingle Stains have a high preservative value. Produce soft, velvety colors without hiding the texture of the wood.

Heavy-Bodied Shingle Stains produce solid, uniform colors on shingles and other outside woodwork. They have great hiding power.



**Q.** What causes stucco to soften and become crumbly?

**A.** Stucco and concrete are porous and water absorbent unless protected with a waterproof coating. Alternate saturation and drying out causes the surface of stucco to decompose. This action is hastened by the effects of freezing during the winter. A waterproof paint such as INSL-X is recommended for stucco homes. Even after the stucco has become soft and crumbly INSL-X can renew a firm surface and preserve it from further deterioration.

Recommended materials are available at our stores

**HOCKENJOS**

## HOCKENJOS

*The House of Good Paint*

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# FOR DAMAGED PORCELAIN AND ENAMELED FIXTURES . . . *the answer is* ***Tilette* PRODUCTS**



***Liquid Porcelain Glaze.*** Repairs chipped porcelain and enamel. Restores unsightly chips in sinks, bathtubs, table tops, refrigerators and other enameled fixtures.

***Plastic Cement.*** Resets loose tiles. Sets and repairs tile, marble, pottery, fire pots, ovens, etc. Can be colored with water colors for mending bric-a-brac, etc.

***Rust and Stain Remover.*** Rust and caked-on stains can be removed from sinks, lavatories and stoves without injury to the enamel finish.

***Waterproof Cement.*** Excellent crack and seam filler. Especially for use between bathtubs, sinks, etc., and tiled walls or floors. Repairs leaky shower stalls.

*Tilette Cements and Glaze are white, ready for use.  
Can be tinted to match colored fixtures.*



## **Wonder Paste!**

*The Modern Paint and Varnish Remover*

**NO TORCH • NO BURNING • NO SANDING**

*Surface is left smooth and clean for repainting*



For Exterior — Interior — Furniture

**Q.** What is an easy method of repairing broken concrete walls, sidewalks or driveways?

**A.** Weldrock is a packaged asphalt paving ready for use. It bonds permanently with concrete. Fills and waterproofs cracks and joints in floors, drives, etc.

**Q.** Will painting help a leaking roof?

**A.** Yes, if leakage is due to porosity. Open seams and holes should be patched with Liberty Roof Cement. Dried and cracked roofs and pitted metal should be treated with Liberty Elastic Roof Coating.

Recommended materials are  
available at our stores

**HOCKENJOS**

# BETT'S WATERLESS CLEANER

## *For Painted Walls, Ceilings and Woodwork*

This cleaner is called "Waterless" because it does a thorough job without any splashing or dripping of water to soil paper or furniture. Apply the paste cleaner with a damp cloth or sponge and then wipe it off with a clean cloth. If necessary, repeat to clean thoroughly.



## *How to Shampoo Rugs and Upholstery*

Rugs and other pile fabrics can be safely cleaned by shampooing with hot water to which has been added 2 cupfuls of Waterless Cleaner. Do a small portion of the rug at a time, applying the Shampoo with a brush or sponge. Rub in the Shampoo thoroughly and then rinse off with clear warm water. Dry the rug as well as possible with a clean cloth. Rug should be allowed to dry thoroughly before furniture is set on it and before walking on it.

*Peeling, scaling, cracked or blistered paint should always be removed before repainting. Do it the easy, safe way with WONDER PASTE. Full directions on the can.*

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Q. What is Enemy No. 1 of metal fittings and equipment?

A. Undoubtedly rust is the greatest destroyer of exposed metal around the home. Leaders, gutters, wheelbarrows, garbage cans, fences, etc., would last indefinitely if protected from the weakening attacks of rust. A can of Armorize rust inhibitive paint will earn its cost many times over in practically any home. Even metal already rusted can be preserved. Simply Armorize right over rusted surfaces. Loose scales, of course, should be brushed or scraped off first.

Recommended materials are available at our stores

H O C K E N J O S

# PAINT ALL SCREENS!

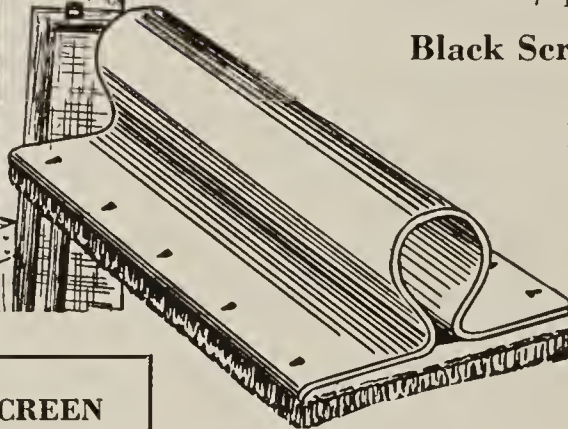


## IT PAYS!

Protect your screens against rusting. Coat copper and bronze screens to prevent the staining of sills and siding. The Easy Screen Painter makes the job a cinch. Get an Easy Screen Painter **FREE** with a quart or more of our Screen Paint.

**Green Screen Paint**  
60¢ per Quart

**Black Screen Paint**  
40¢  
per Quart



### SIXTY SECONDS PER SCREEN

You can get rid of your screen painting job in a hurry with an Easy Screen Painter.

**FREE**

with a quart or more of our Screen Paint

**Clear Coating for Bronze or Copper Screens . . . . . 65¢ per Pint**  
**With Easy Screen Painter**

Prices subject to change without notice after  
June 1, 1939

## *How to Remove Old Paint, Enamel or Varnish*

Some woods and finishes require special treatment and competent advice should be sought from your painter or from a Hockenjos representative. In most cases, cracked, chipped or scratched finishes are most easily and safely removed by the use of Wonder Paste Remover, especially on curved and ornamental surfaces. Even heavily coated finishes can be removed in one operation, leaving the wood smooth

and clean for refinishing. If scraping and sandpapering method of removal is used, care should be taken not to gouge the wood or to cause sandpaper scratches by sanding across the grain. Unless filled, scratches and gouges cannot be smoothed out by painting or enameling over them. If a stain or varnish is to be applied, defects in the wood cannot be hid except by expert filling.

**EMPLOY A REPUTABLE PAINTER—USE GOOD PAINT**

# *How to have* **CLEAN WALLS** **AND SAVE THE COST OF REPAPERING**



## **CLIMAX**

### *Wall Paper Cleaner*

Safely removes soil from wallpaper and window shades. Just follow the directions on the label. Standard for many years.

*15 Cents per Can*

## **DIC-A-DOO** **PAINT CLEANER**

**Just Put it on  
and Wipe  
it off...**  
*Your walls  
are Clean!*



Quickly removes dirt, grease and grime . . . no rubbing . . . no scrubbing . . . merely put it on and wipe it off, and all the dirt is completely removed. Cleans all washable surfaces—a little in the mop water does wonders for the floor. Dic-a-Doo is a cereal preparation and cannot harm the hands.

### *Could You Use Some Extra Money?*

The simple, easy contest announced on page 3 can easily be the means of your winning money for the holidays or for a trip to the World's Fair. Answers to all of the questions in the contest can be found in this book. Follow the directions and enter your answers for the prizes.

# TWO PAGES OF TO PROBLEMS OF

## How to Clean Shellacked or Varnished Floors

DoubleX used in mild solution will clean grimy, dirty floors. Can also be used in concentrated form for removing the old varnish or shellac and bleaching the floor for refinishing.  
**75¢ can will do a floor**  
Removing and bleaching

## Proper Equipment Makes Work Easier

Step ladders—sponges—chamois—steel wool—scrapers—wire brushes—polishing cloths—wax applicators—varnish applicators—screen paint applicators. These and other items represent a small outlay for the part they play in making your work easier and more effective.

## Help the Porch Withstand Rough Usage

A-D Floor and Deck Enamel takes a lot of abuse. Give your porch and steps a coating of this tough, attractive finish and then forget about muddy shoes and rough play on the porch. Comes in many colors. Use on wood, concrete or linoleum. Color card on request.  
**95¢ per quart—\$3.10 per gallon**

## How to Meet Household Emergencies

Broken furniture, loosened rungs and handles, unsightly cracks—all can be repaired with Savogran Crack Filler. Mixes with water to form a putty which quickly hardens into wood. When set, can be drilled, sawed, tooled and painted like wood.

**30¢ can will keep the home  
in good repair for months.**

## HOW TO CLEAN GRIMY WALLS AND PAINTED WOODWORK



## SAVE YOUR OLD PAINT BRUSHES

Dic-a-Doo Brush Bath restores paint hardened brushes and keeps brushes soft and clean.

**Bath for 3 Brushes—5¢**

*Daily Free Delivery*

# CORRECT ANSWERS EVERY HOUSEHOLD

## What to do About Leaks

Smooth-On No. 1 is a quick hardening iron cement in powdered form for stopping leaks in boilers, pipe lines, etc., and for repairing cracks in castings. Used on iron, brass, steel, copper, lead, aluminum, etc. Will withstand fire, water, steam, oil and high pressures.

**Household Size Can—25¢**

Smooth-On No. 7 for repairing and waterproofing leaky concrete. Use inside on wet or dry surfaces. In 5 lb. Cans.

## BETT'S SANITARY PAINT CLEANER

Absolutely harmless and may be used with excellent results in bathrooms, on painted kitchen walls, window sills and front porches, hardwood floors, door frames and countless other enameled, painted and varnished surfaces.

Comes in an easy-to-open can. Just put a small quantity of Sanitary on a soft damp cloth or sponge—rub lightly, the surface to be cleaned, and rinse with clear, cool water. Used by many of America's finest hotels.

**Quart Can—50¢      5 lbs.—98¢**

## IF YOU USE CLEANING FLUIDS

Hockenjoss has long been headquarters for naphtha, high-test cleaning fluids and Carbon Tetrachloride. Market prices quoted on request.

## How to Save the Pieces

Duco Household Cement mends china, glass, wood, and metal objects. It is transparent, flexible and waterproof. Useful every day in the home because it also adheres strongly to paper, leather and cloth.

**10¢ and 25¢ tubes**

## Furniture and Workshop Glue

Don't be discouraged if the leg or back of a piece of furniture gets broken. Casco glue can restore it to full strength again. Makes strong water-resistant joints on hard or soft wood; quick-setting yet allows ample time for adjusting clamps.

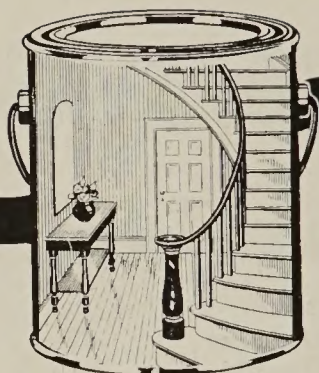
**10¢, 20¢ and 40¢ cans**

## What to do with Unsightly Walls

Have you a wall that has been cracked and patched and cracked again? Arvon applied over it will hide out the patches and provide an attractive finish. Once re-finished with Arvon, the wall is not apt to crack again. Folder and Color Card on request.

## Phone Your Orders

# Barreled



# Sunlight

## CHARMING HOMES ~

*that Friends Admire*

Barreled Sunlight Interior Enamel is the most satisfactory finish you could choose for the doors and woodwork of your home. Lovely to look at—easy to care for. Ask to see actual samples at our store.

Barreled Sunlight White has the highest rating for light reflecting efficiency and it washes as easily as glazed tile.

*Come in or send for Color Cards and details regarding  
the Deferred Payment Plan*

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SHerwood 2-6614

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ELizabeth 2-4537

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